

Commission for Arts and Culture

Thursday, September 20, 2018

Agenda review

Welcome and Ice Breaker 6:00 to 6:45 PM

Organizational Matters 6:45 to 8:45 PM

Next Steps and Closing Activity 8:45 to 9:15 PM

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- 1) What has been the most challenging aspect of being a member of any of these groups?
- 2) What have you learned about yourself as a member of one of these groups?

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Grants

Determine who they are serving (underserved, vulnerable) and EBT

Develop procedures

Research other similar structures

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Marketing and Evaluation

Write a comprehensive marketing plan (communications and metrics)

Continue to work on communication infrastructure

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Public Art

Explore crowdsourcing as mode to support efforts

Organize brown bag lunch for Town leaders to talk about how public art could work in Arlington (examples, cost range)

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Programs and Festivals

Activating the Heights

Evaluation 'signature' events and give them more 'juice'
Activate busking

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Next steps

Develop a plan to promote website and build brand awareness (M and E develop and disseminate to group)

Clear, Written guidance for Grants Committee – from JR/DH

Meeting schedule

- 10/4 next ACAC meeting Core Committee

- Make schedule accessible to all members

- Distribute/post minutes

- Identify communication system for file sharing

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Next steps continued

Guideline for printed pieces - Brand standards

Typing up meeting notes and disseminate them to group for refinement

- Bring plan document to ACAC 10/4 and on Google drive

Continue committee member recruitment